

Station WAVY-TV NORFOLK, VA. Agency ( ) BUYING TIME Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) VOTE VETS 650 MASSACHUSETTS AVE,N.W., SUITE 210 Sales Office ( )  
Product VOTE VETS WASHINGTON, DC 20001 Salesperson ( ) ANJIE BRADY  
Estimate# 2557 Agency C/P1/P2/E 144/142/2557 Flight Dates 10/30/2012 - 11/06/2012 Salesperson Phone# 215-567-6005  
Buyer Kathryn Welsh Hiatus Weeks Salesperson FAX# 215-567-5938  
Phone#  
Fax#

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
THIS IS A NEW CONTRACT  
TOTAL 104,200  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	7P-8P	ET THIS WEEK	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	2	SU	1130P-12A	NEWS AFTER NFL	:30	\$2,500.00	11/04-11/04	1	1	1	\$2,500.00	
	3	SA	6P-7P	WAVY NEWS	:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
	4	TU	2P-3P	THE DOCTORS	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	5	TH	2P-3P	THE DOCTORS	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	6	F	2P-3P	THE DOCTORS	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	7	M	2P-3P	THE DOCTORS	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	8	TU	4P-5P	ANDERSON	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
	9	TH	4P-5P	ANDERSON	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
	10	F	4P-5P	ANDERSON	:30	\$800.00	11/02-11/02	1	1	1	\$800.00	
	11	M	4P-5P	ANDERSON	:30	\$800.00	11/05-11/05	1	1	1	\$800.00	

Showing Buylines: All Lines

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650 MASSACHUSETTS AVE., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 144/142/2557  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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---	---	---	---	---	---	---	---	---	---	---	---	---
	12	SU	7A-8A	WAVY NEWS	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	13	SA	11P-1130P	WAVY NEWS	:30	\$2,500.00	11/03-11/03	1	1	1	\$2,500.00	
	14	SA	8A-10A	SAT TODAY	:30	\$1,800.00	11/03-11/03	1	1	1	\$1,800.00	
	15	SU	8A-9A	SUN TODAY	:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
	16	TU	1135P-1235A	TONIGHT SHOW	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	17	W	1135P-1235A	TONIGHT SHOW	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	18	TH	1135P-1235A	TONIGHT SHOW	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	19	M	1135P-1235A	TONIGHT SHOW	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	20	W	12P-1P	WAVY NEWS	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	
	21	TH	12P-1P	WAVY NEWS	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
	22	F	12P-1P	WAVY NEWS	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
	23	M	12P-1P	WAVY NEWS	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
	24	W	730P-8P	ACCESS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
	25	TH	730P-8P	ACCESS	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	26	M	730P-8P	ACCESS	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	

Rep Order# 6868808 Ver# 1 Status New Traffic Order# Printed: 10/29/2012 2:46 PM 3 of 5

EC'd Yes Last Received: 10/29/2012 10:15 AM

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Phone# Hiatus Weeks

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	27	SA	7A-8A	WAVY NEWS	:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
	28	W	530P-6P	WAVY NEWS	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
	29	TH	530P-6P	WAVY NEWS	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
	30	F	530P-6P	WAVY NEWS	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
	31	M	530P-6P	WAVY NEWS	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
	32	W	5P-530P	WAVY NEWS	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
	33	TH	5P-530P	WAVY NEWS	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
	34	F	5P-530P	WAVY NEWS	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
	35	M	5P-530P	WAVY NEWS	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
	36	TU	11P-1135P	WAVY NEWS	:30	\$2,500.00	10/30-10/30	1	1	1	\$2,500.00	
	37	W	11P-1135P	WAVY NEWS	:30	\$2,500.00	10/31-10/31	1	1	1	\$2,500.00	
	38	TH	11P-1135P	WAVY NEWS	:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
	39	M	11P-1135P	WAVY NEWS	:30	\$2,500.00	11/05-11/05	1	1	1	\$2,500.00	
	40	TU	6P-630P	WAVY NEWS	:30	\$3,200.00	10/30-10/30	1	1	1	\$3,200.00	
	41	TH	6P-630P	WAVY NEWS	:30	\$3,200.00	11/01-11/01	1	1	1	\$3,200.00	
	42	F	6P-630P	WAVY NEWS	:30	\$3,200.00	11/02-11/02	1	1	1	\$3,200.00	
	43	M	6P-630P	WAVY NEWS	:30	\$3,200.00	11/05-11/05	1	1	1	\$3,200.00	

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	44	SU	6P-7P	WAVY NEWS	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	45	TU	9A-10A	TODAY SHOW	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
	46	W	9A-10A	TODAY SHOW	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	47	TH	9A-10A	TODAY SHOW	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	48	M	9A-10A	TODAY SHOW	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	49	TU	10A-11A	TODAY SHOW	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	50	W	10A-11A	TODAY SHOW	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	51	TH	10A-11A	TODAY SHOW	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	52	TU	5A-6A	WAVY NEWS	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
	53	W	5A-6A	WAVY NEWS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
	54	TH	5A-6A	WAVY NEWS	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	55	W	7A-9A	TODAY SHOW	:30	\$3,000.00	10/31-10/31	1	1	1	\$3,000.00	
	56	F	7A-9A	TODAY SHOW	:30	\$3,000.00	11/02-11/02	1	1	1	\$3,000.00	
	57	TU	7P-730P	ET TONIGHT	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
	58	TH	7P-730P	ET TONIGHT	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	59	M	7P-730P	ET TONIGHT	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	

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	60	SU	7P-810P	FOOTBALL NIGHT IN AMERICA	:30	\$2,500.00	11/04-11/04	1	1	1	\$2,500.00	

---REPORT TOTALS---

Report Totals: 60 / \$104,200.00

---SALES MONTHLY TOTALS---

Nov 12: 60 / \$104,200.00

Sales Totals: 60 / \$104,200.00

Station Totals: 60 / \$104,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$336,129	CATV 0%	WAVY 31%	WGNT 0%	WPXV 0%	WTKR 28%
		WTVZ 0%	WVBT 0%	WVEC 41%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE